



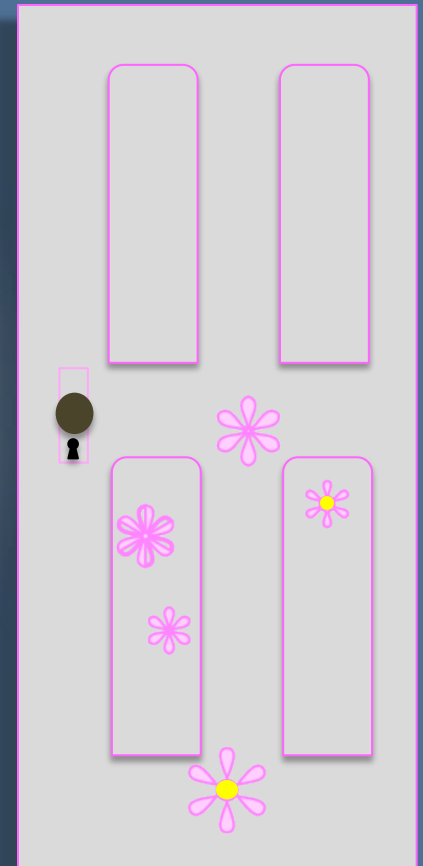
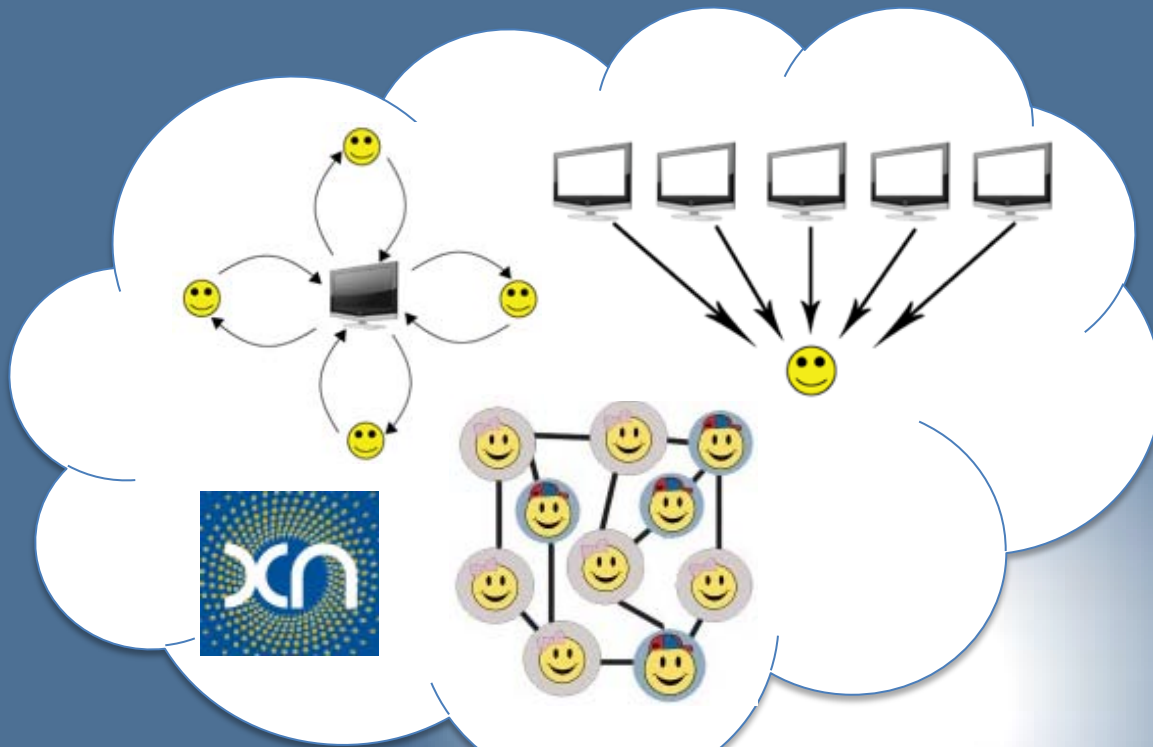
National Aeronautics and Space Administration

Monsters in the Closet –

A Case Study of Internal Social Media Implementation at Marshall Space Flight Center

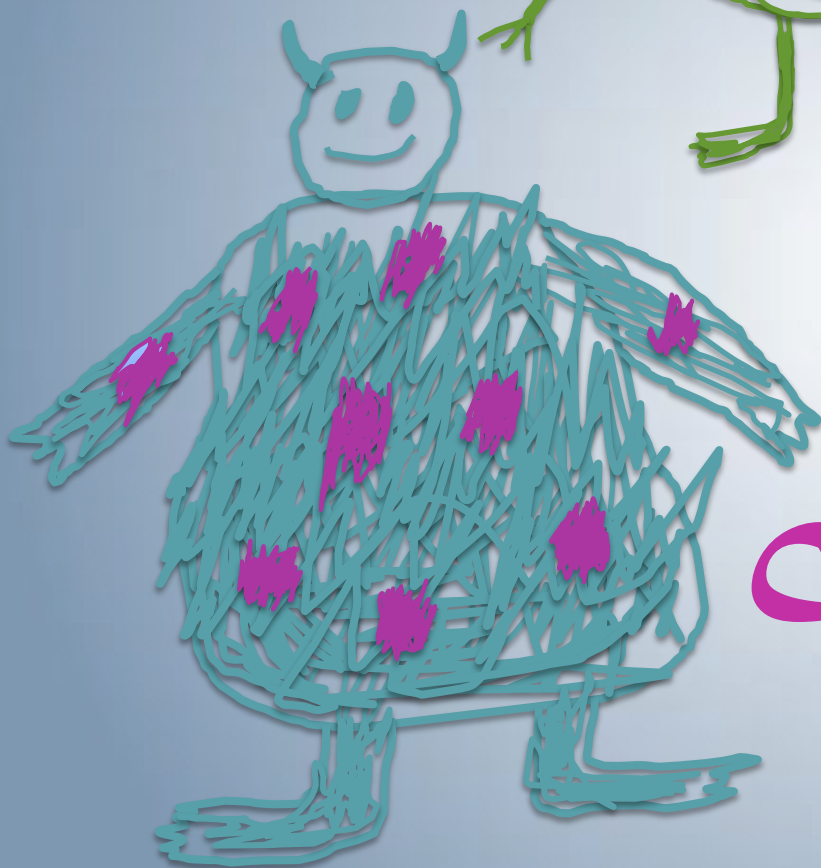
Bernadette Buzzell
August 15, 2011



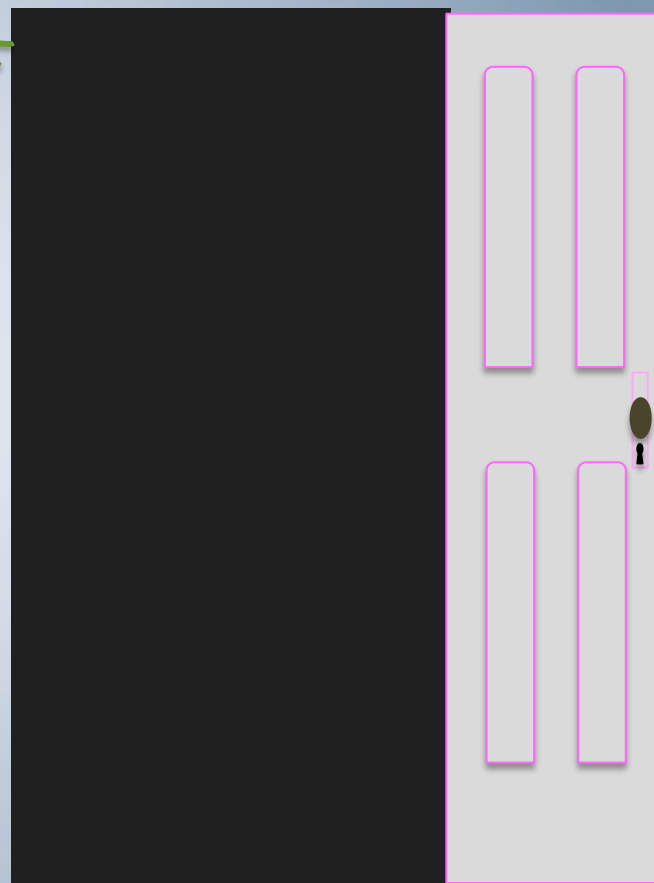




Policy



Culture



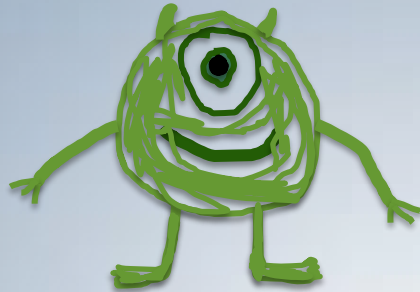
Today's Focus

- Purpose:
 - To help other government organizations considering Internal Social Media to avoid the issues Marshall faced.
 - > Focus on implementation
 - > No changes to existing policy
 - > No new policy
- Internal vs external
- Not a site demo



The Monsters

Policy



1. Socializing vs Working (Acceptable Use)
2. Records Management
3. Privacy & PII
4. Accessibility (508)
5. IT Security & Sensitive Information (SBU, ITAR, etc)

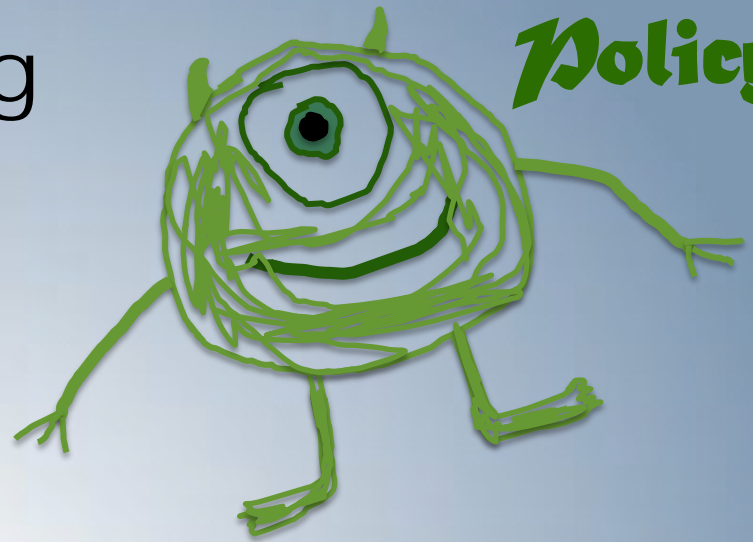
Culture



6. Adoption
7. Control & Enforcement
8. Goofing-Off & “Friending”
9. Information Overload & Yet Another Tool
10. Authority

Socializing vs Working (Acceptable Use)

Policy



Comradery

MARS

Real Life

Union Review

Trust

HR Review

Purpose

Legal Input

Value Focus

Guidelines

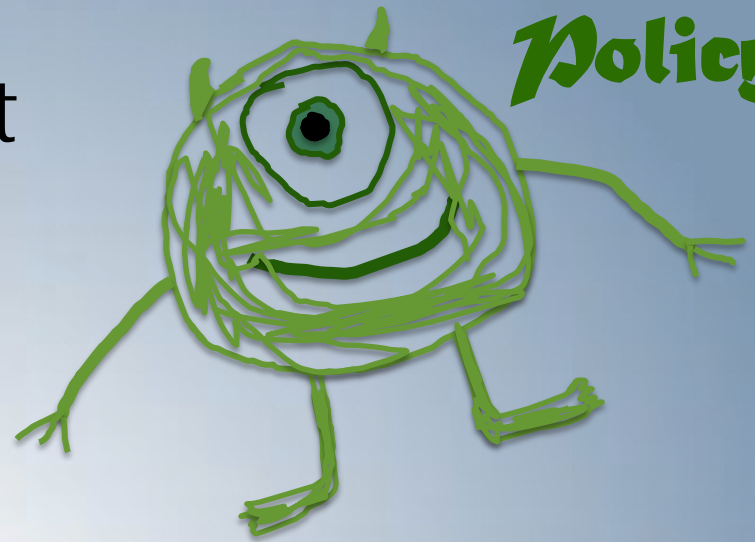
Personal Use
(NPD 2540.1)

Internet

Ethical Conduct
Standards

Records Management

Policy



E-Mail

Official Records

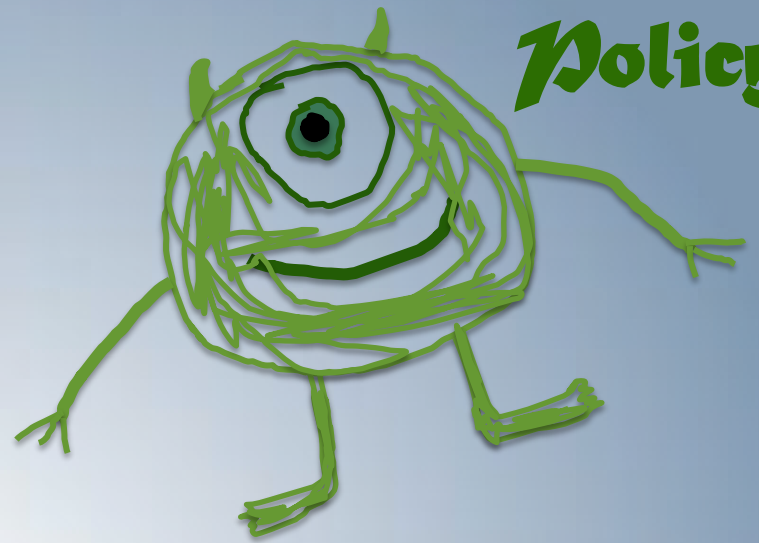
Records Manager

Reminder at Publish

Guidelines

Privacy & PII

Policy



profiles

Internal

Privacy Manager

Mirror's Work

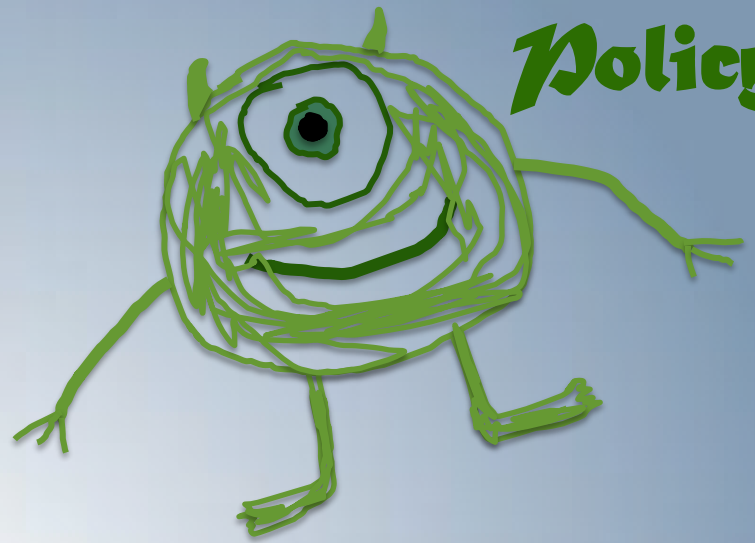
Guidelines

Trust

Reminder at Publish

Accessibility (508)

Policy



Tool Certified

Mirror's Work

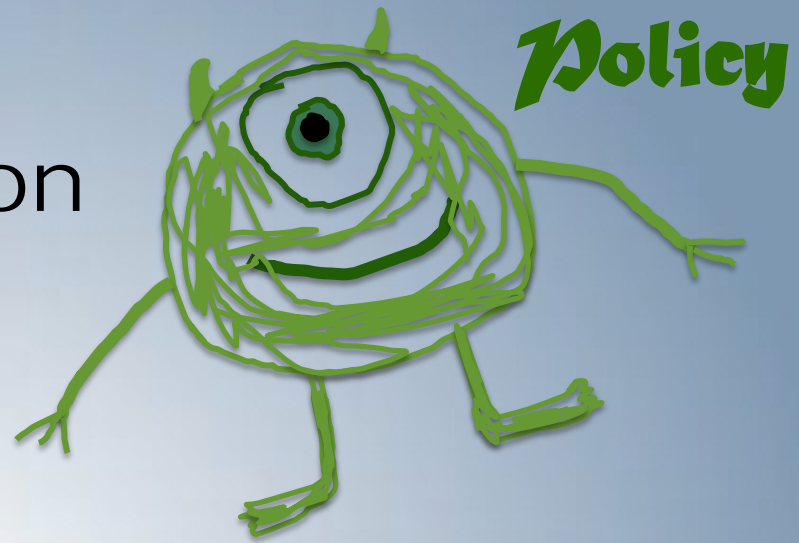
Photos / Graphics Description

Video Official / User Created

Alternative Method

Tested Real People

IT Security & Sensitive Information (SBU, ITAR, etc...)



Risk Assessment
IT Security Input

Mirror's Work

Internal

Link Out

Reminder at Publish

Trust

Guidelines

Adoption

If You Build...

2 PMs

Community Building Team

Replace & Remove

Marketing
Training
Retribution Free

Beyond Go-Live



Profiles 4 Everyone
Pre-Populate CCP
Single-Sign-On
Internet Connection

Control & Enforcement

Illusion
Trust
It's Work!

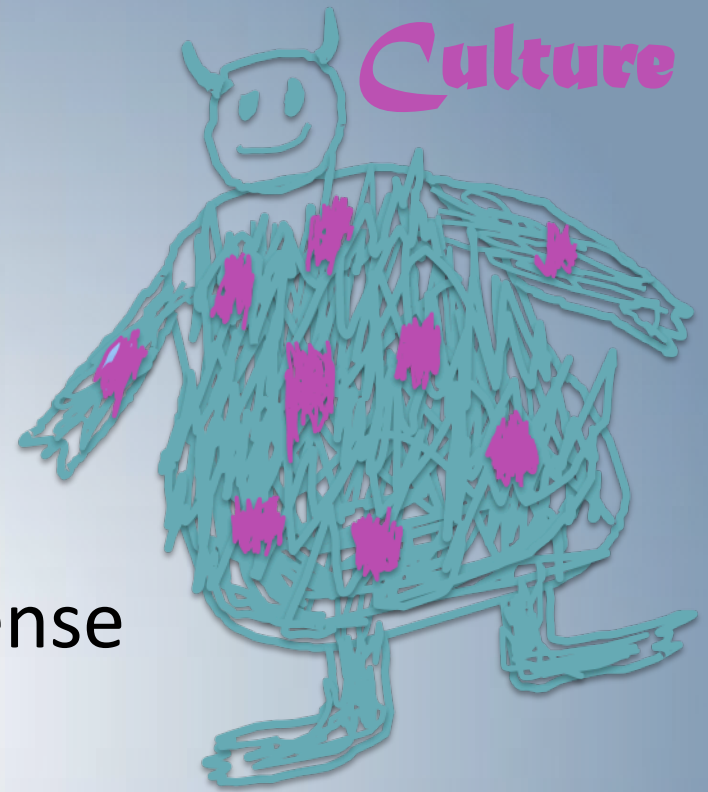
Common Sense

Retribution Free
Disagreement Healthy

Help Each Other

8,000 eyes
Abuse Button

Social Governance Council



Goofing-Off & “Friending”

Lots of Ways

Surfing

purpose/Meeting

Part of Work

Trust

Not Facebook

Following
Colleagues



Information Overload & Yet Another Tool

Info Comes to You

Email / RSS

Follow PCTG

Personalized Home Page

Incorporate Into Work
Tags & Search

New Collaboration
Future Business Tool



Authority

Culture

Org Chart

Known Experts

Group Wisdom

Social Reputation

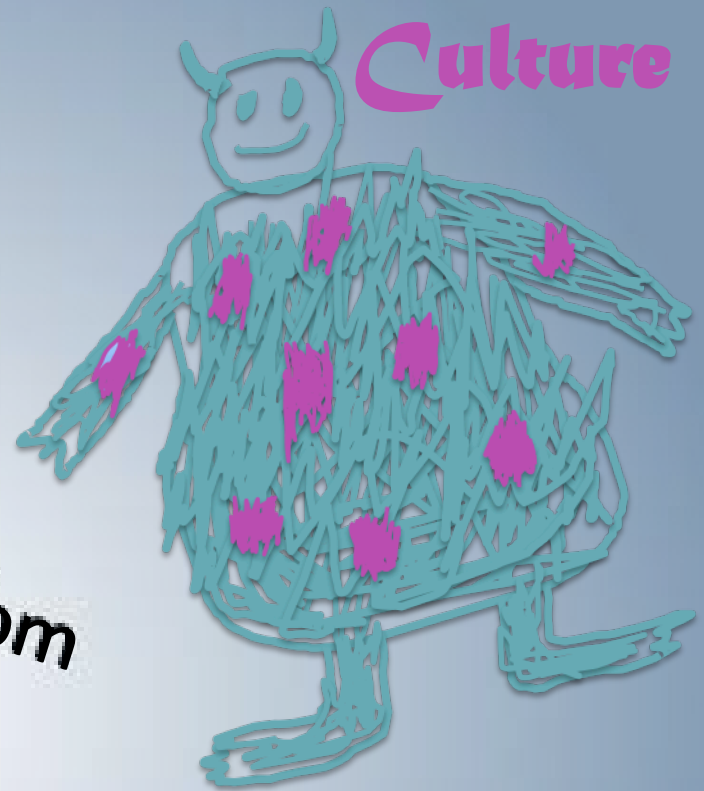
Not Anonymous

“Like”

Sharing

You Decide!

Questions / Answers





Internal Social Media at MSFC

